

103^D CONGRESS
2^D SESSION

S. 2136

To prohibit sponsorship of television violence by agencies of the Federal Government, and for other purposes.

IN THE SENATE OF THE UNITED STATES

MAY 19 (legislative day, MAY 16), 1994

Mr. GRAHAM (for himself and Mr. DORGAN) introduced the following bill;
which was read twice and referred to the Committee on Governmental Affairs

A BILL

To prohibit sponsorship of television violence by agencies
of the Federal Government, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Federal Advertisement
5 Reform Act”.

6 **SEC. 2. DEFINITIONS.**

7 For purposes of this Act—

8 (1) the term “Federal agency” means each au-
9 thority of Government of the United States, whether

1 or not it is within or subject to review by another
2 agency, including—

3 (A) an executive agency, as defined by sec-
4 tion 105 of title 5, United States Code; and

5 (B) the United States Postal Service and
6 the Postal Rate Commission; and

7 (2) the term “Secretary” means the Secretary
8 of Commerce, acting through the National Tele-
9 communications and Information Administration.

10 **SEC. 3. PROHIBITION.**

11 (a) IN GENERAL.—Except as provided in subsection
12 (b), a Federal agency may not advertise, or enter into a
13 contract to advertise, any product, program, or policy dur-
14 ing any television program identified as having a high de-
15 gree of violence pursuant to section 4.

16 (b) EXCEPTIONS.—The identification of a television
17 program as containing a high degree of violence pursuant
18 to section 4 shall not apply to an advertisement pursuant
19 to—

20 (1) any contract entered into prior to the date
21 of enactment of this Act; or

22 (2) any contract entered into prior to the date
23 of publication of such identification in the Federal
24 Register.

1 **SEC. 4. IDENTIFICATION OF VIOLENT PROGRAMMING.**

2 (a) PROGRAM.—Not later than 6 months after the
3 date of enactment of this Act, the National Telecommuni-
4 cations and Information Administration (in this Act re-
5 ferred to as the “Administration”) shall establish a pro-
6 gram to evaluate television programs with respect to vio-
7 lent content contained in the programs. The Administra-
8 tion shall establish the program in accordance with this
9 section.

10 (b) PROGRAM SELECTION.—The Administration
11 shall evaluate each program on each of the national broad-
12 cast television networks, or on cable television systems (in
13 the case of programs available to a substantial percentage
14 of the households that subscribe to cable television service
15 nationally). For each calendar year, the Administration
16 shall select at least 1 week during television sweeps, as
17 defined by the Secretary.

18 (c) IDENTIFICATION OF PROGRAM.—After evaluating
19 the television programs described in subsection (b), the
20 Administration shall identify programs that contain a high
21 degree of violence, as defined by the Secretary.

22 (d) PUBLICATION.—The Secretary shall publish in
23 the Federal Register a list of the programs identified pur-
24 suant to subsection (c) each calendar quarter.

1 **SEC. 5. REGULATIONS.**

2 The Secretary shall promulgate such regulations as
3 are necessary to carry out this Act.

